



TOGETHER HILARIOUSLY
IN "CONVENTION CITY"...
PARTED IN A PANIC IN

MERRY WIVES OF RENO"

With Warners' famed 9-comic team,
MARGARET LINDSAY, DONALD WOODS,
GUY KIBBEE, GLENDA FARRELL, HUGH HER-
BERT, FRANK McHUGH, RUTH DONNELLY,
HOBART CAVANAUGH, and ROSCOE ATEES

roduction and merchandising plan by
WARNER BROS...THE NO. 1 COMPANY

production information

Cast of Characters

Madge	Margaret Lindsay
Frank	Donald Woods
Tom	Guy Kibbee
Bunny	Glenda Farrell
Colonel Fitch	Hugh Herbert
Al	Frank McHugh
The Trapper	Roscoe Ates
Lois	Ruth Donnelly
Derwent	Hobart Cavanaugh

The Story

Frank and Madge Hammond are as ideally married on their first anniversary as on their honeymoon. Frank, a salesman for a boat company, is sent to Col. Fitch's home to find that the Colonel is away and his wife, Bunny, is flirtatiously inclined. Frank is loyal to Madge, but before he can get away a knock at the door sends him out the window, leaving his coat behind. It is Tom Frazer, one of Bunny's flames, but not her husband. While he is there, the Colonel returns, and Tom follows Frank out the window, also leaving his coat behind. The Colonel finds the coats and Bunny makes him believe they are his own although neither fits him.

Frank tells Madge he gave his coat to a beggar. She almost believes him. Next day at the beauty parlor she overhears Bunny tell the story and is sure Frank had been trifling. She leaves a note for him explaining she is bound for Reno. Tom and Lois Frazer have also decided to part. Lois gets on Madge's train, which also carries Col. Fitch and Bunny, who are en route to their new sheep ranch near Reno.

Tom celebrates Lois's departure and inveigles Frank into the party. They all get drunk and Frank tells Tom his troubles. Tom, inebriated as usual, insists on accompanying Frank to Reno,

so he can explain to Madge and clear things up for Frank. They find Madge alone and Tom tells her a story which convinces her more than ever that Frank was lying. That night the Colonel invites everybody to a party. They finally decide to go to a roadhouse. To save Madge and Lois the bother of getting their own coats, the Colonel offers them two of his coats, which prove to be their husbands'.

The Colonel denounces his wife and gets a separate room. Lois and Madge think both Tom and Frank have been mixed up with Bunny. Tom, Frank and Bunny then hatch a scheme. They get a bellboy to put mice in the room Lois and Madge are occupying. They demand a new room and the bellboy puts them in the Colonel's room. Before they can escape the conspirators are at the door. Frank upbraids Madge and Tom tells Lois her alimony has gone glimmering. Tom drops the women's coats out the window to the bellboy.

Contrite, Madge agrees to forgive and forget. The Colonel and Bunny make up. Lois agrees to reasonable alimony.

Tom and Frank then demand their wives' coats from the bellboy, who laughs and tells them he will tell about the frame-up. He walks out of the hotel with two beautiful telephone operators who are wearing the coats.

Production Staff

Director	H. Bruce Humberstone
Story and screen play by	Robert Lord
Additional dialogue by	Joe Traub
Photography by	Ernest Haller
Film Editor	Thomas Pratt
Art Director	Jack Okey
Gowns by	Orry-Kelly
Vitaphone Orchestra conducted by	Leo. F. Forbstein

Official Billing



"MERRY WIVES OF RENO" with

Margaret Lindsay—Donald Woods—Guy Kibbee	75%
Glenda Farrell—Hugh Herbert—Frank McHugh	75%
Directed by H. Bruce Humberstone	20%
A Warner Bros. and Vitaphone Production	40%

Biographies

Donald Woods

Donald Woods was born in Winnipeg, Canada, but came to the United States with his mother when a small boy. His real name is Ralph Zink but he took to the Woods when he went on the stage.

He attended the University of California and got his first training for the stage in college theatricals. Although his home was in Hollywood, he found no opening on the screen and started his career in stock at Salt Lake City, Utah. He also appeared in stock in San Antonio, Houston, Toledo, Indianapolis, Washington and Denver.

His experience includes two New York plays, one "Singapore," in which he played the lead opposite Suzanne Caubet and the other "Social Register" opposite Edna Hibbard. He was playing in the famous Elitch Gardens in Denver when a Warner Bros. scout saw him and signed him to a contract.

"As The Earth Turns," in which he played the leading masculine role opposite Jean Muir, was his first picture.

Hugh Herbert

Born in New York City, Hugh Herbert was educated in the public schools, going directly from High School into a Fall River, Mass. stock company. Later he returned to New York, playing in more than sixty plays and sketches in that and other cities.

Going to Los Angeles with the musical comedy, "Exposures of 1927," he attracted the attention of picture executives and was engaged for film work. Herbert collaborated with Murray Roth in writing the first all talking picture, "Lights of New York," which was produced by Warner Bros. He has written a number of plays and screen productions, notable among the latter, "The Great Gabbo," for Eric von Stroheim.

His recent pictures include "Wonder Bar," "Fashions of 1934," "Convention City," "Easy To Love," "The World Changes," "College Coach," "Footlight Parade," "The Narrow Corner," "Bureau of Missing Persons" and "Goodbye Again."

Glenda Farrell

Glenda Farrell was born in Enid, Oklahoma, and made her debut on the stage as Little Eva in "Uncle Tom's Cabin" at the age of seven. With the exception of occasional pauses for education, she has been on the stage ever since, spending most of her life, as she expresses it, in a trunk.

She was a member of the Brinsar Stock Company of San Diego, the Morosco Company of Los Angeles and the Aleazar in San Francisco. From there she went to Broadway where she played in such successes as "Divided Honors," "Love Honor and Betray," "The Rear Car" and "Skidding." Her last stage play was "Life Begins" and her work was so outstanding she was selected by Warner Bros.-First National to play the same part in the picture. This brought her a long term contract.

Her chief interest is now centered in pictures and she has played with success in "I've Got Your Number," "Heat Lightning," "Hi, Nellie," "The Big Shakedown," "Dark Hazard," "Havana Widows," "Bureau of Missing Persons" and "Mary Stevens, M. D."

Guy Kibbee

Guy Kibbee was born in El Paso, Texas, on March 6, 1888. Launched upon a stage career at an early age, he toured the country innumerable times with various stock companies and won attention as one of America's most capable actors.

His performance in the Broadway production, "The Torch Song," was so outstanding that Hollywood summoned him for important screen roles, and since his introduction to movie audiences he has amassed a huge following among the fans.

His most recent pictures include "Wonder Bar," "Easy To Love," "Convention City," "The World Changes," "Havana Widows," "Footlight Parade" and "Gold Diggers of 1933."

Margaret Lindsay

Margaret Lindsay was born in Dubuque, Iowa, her real name being Margaret Kies. She was educated in the National Park Seminary in Washington, D. C., and in the National Academy of Dramatic Art.

She began with small parts on the stage and worked up to leading roles, playing also in stock and repertoire. Her biggest stage hit was in "Death Takes a Holiday."

Recently she entered pictures and made a striking success in her role in "Cavalcade." Other pictures in which she has appeared include "Lady Killer," "From Headquarters," "The House on 56th Street," "The World Changes," "Private Detective 62," "Baby Face," "Captured," "Voltaire," "All American," "Okay America," "Once in a Lifetime," "The Fourth Horseman" and "West of Singapore."

Is Everybody Happy?



When you see three wives in this frame of mind, you can guess there's trouble afoot . . . for three husbands. The gals in question are Ruth Donnelly, Glenda Farrell and Margaret Lindsay, appearing in Warner Bros. comedy hit, "Merry Wives of Reno," now at the Strand Theatre.

Mat No. 6—20c

Screen Records

MARGARET LINDSAY—"From Headquarters," "Lady Killer," "The House on 56th Street," "The World Changes," "Baby Face."

DONALD WOODS—"As the Earth Turns."

GUY KIBBEE—"Wonder Bar," "Easy To Love," "Convention City," "Havana Widows," "The World Changes," "Footlight Parade."

GLENDA FARRELL—"I've Got Your Number," "Heat Lightning," "Hi, Nellie!," "The Big Shakedown," "Dark Hazard," "Havana Widows."

HUGH HERBERT—"Harold Teen," "Easy To Love," "Fashions of 1934," "Convention City," "College Coach," "Wonder Bar."

FRANK MCHUGH—"Heat Lightning," "Fashions of 1934,"

"Convention City," "The House on 56th Street," "Havana Widows."

RUTH DONNELLY—"Mandalay," "Wonder Bar," "Female," "Ever in My Heart," "Havana Widows," "Convention City," "Goodbye Again."

HOBART CAVANAUGH—"A Modern Hero," "A Very Honorable Guy," "I've Got Your Number," "Harold Teen," "Jimmy the Gent."

ROSCOE ATEs—"Alice in Wonderland," "Golden Harvest," "Baby in the Ice Box," "Big Shot," "Rainbow Trail," "Hold 'Em Jail."

H. BRUCE HUMBERSTONE—director—"King of the Jungle," "Goodbye Love," "Strangers of the Evening," "The Crooked Circle," "If I Had a Million."

LENGTH
5,773 FEET

RUNNING TIME
64 MINUTES

Hear, Hear . . . the inside on New York's Convention of the Wives of Reno'!

Here it is—the whole story on Gotham's stunt-of-the-year. The Convention of the 'Wives of Reno'! Planned by the New York Strand, it's clever and sure-fire but it's tricky and must be planned carefully. It must in no way be tied up with your theatre and must be started about two weeks before any mention of your picture is sent to the papers. Following is all the material you need—with the exception of the photos of the local women sponsors and the shot of the banquet itself, if and when staged.

HERE'S HOW IT WAS DONE:

- Two recently divorced women were found to act as president and secretary of an organization named "Wives of Reno." Invitations sent to list of divorcees to participate.
- Arrangements for convention made with Hotel New Yorker, and plans made for luncheon meeting and evening banquet. Two weeks prior to the Strand opening.
- Hotel publicity department gave first story to newspaper reporters. (See Story No. 1)
- Hotel made arrangements with reporters to meet secretary who answered questions and handed them Stories Nos. 2 and 3.
- Invitations sent by secretary to mayor, leading lawyers, leading divorce lawyer and famous professor of sociology to address luncheon and dinner. Hotel gave names of invited speakers to newspapers.
- Man in jail for not paying alimony protested to mayor against city's showing hospitality to divorcees and sent copies of protest to newspapers. (See Story No. 4)
- Boosters' Committee of Atlantic City wrote inviting convention to come there, hotel giving story to newspapers.
- Secretary opened headquarters at hotel for registrations etc. Hotel Manager's secretary handled all calls of inquiry.
- Manager of Strand invited delegates, guests and reporters to special screening of "Merry Wives of Reno" and gave reporters Story No. 5.
- Classified ad placed in New York papers reading: "Would like names of all women in Greater New York area who have received their divorce decrees in Reno, Nevada. They will learn something to their advantage."

Story No. 1 Reno Divorcees Will Hold Meeting Here

The first convention of divorced women of the State will be held at the hotel. Arrangements to engage the banquet of the hotel have been made by Mrs. who will open headquarters here on. The adoption of a code the purpose of which is raising status of divorced women and simplifying the collection of alimony. All divorced women are invited to send names and addresses to in care of the

Story No. 2 Reno Widows Plan State Wide Battle for More Alimony

With representatives from every county in the State attending the first convention of "The Merry Wives of Reno," a new organization of divorced women is being formed in the Hotel, here, the participants, the most part having severed matrimonial bonds in Reno, though this is not necessary to membership. Organized with the dual purpose of providing an unusual social organization, as well as to protect the rights of alimony recipients, the founders of the or-

Story No. 3 Plan Code to Protect Rights of Divorcees

Here are the demands to be made by the divorced women of (state) who will hold their convention at the hotel on. More alimony, paid more regularly: Making it a misdemeanor to any minister of the gospel, judge or other constituted authority to refuse to perform a marriage ceremony because one of the principals is divorced. Prohibiting the re-marriage of divorced men until satisfactory financial settlements have been made on their former wives, so that new family obligations may not endanger the first wife's interest in his estate.

Organization have thrown a veil of secrecy around all proceedings. None of the sponsors are seeking the limelight, and the secretary, Miss who resides at was reluctant about furnishing many details as to the personnel of the society. About the convention, and its aim, however, she was less reticent. "There are many more divorcees in this State than most people realize, and a big percentage of them obtained Reno divorces," said Miss. "The convention is open to any woman who has had a divorce and who cares to attend the dinner. Plans for future activities and for participation in the national movement will be made then. Miss who is a dignified woman in her early forties, is secretary of a large manufacturing company at

Story No. 4 Jailed Spouse Would Deny Reno Widows City's Hospitality

Dear Mr. Mayor:—As a victim of the divorce racket, held in prison by the rapaciousness of a woman, and representing all other members of the Alimony Club now incarcerated in the Ludlow Street jail, I wish to protest against the city's extending its hospitality to a convention of the Merry Wives of Reno who will gather in a local hotel to formulate plans to still further persecute the unfortunate men who have fallen into their toils. It seems to me, that official sanction should be withheld from this convention of predatory women, whose avowed purpose is making the lives of their miserable husbands still more unhappy. Very truly yours

Story No. 5 Reno Widows Enjoy Divorce Comedy Film As Convention Ends

Delegates to the first State Convention of "Merry Wives of Reno" after concluding their deliberations, passing resolutions and adopting a code making for more and better alimony and the suppression of wise cracks at the expense of divorcees, were the guests of the manager of the Theatre for a special screening of the Warner Bros. comedy "Merry Wives of Reno" which is a humorous expose of the Reno divorce racket. The ladies, about in number, who had listened throughout the day to talks on the social status of the divorcee by leading divorce attorneys and sociologists, seemed to enjoy the jokes at their expense with which the motion picture abounded, but a more sombre note was sounded at the concluding session of the organization, held during the dinner in the hotel last night, at which it was decided to join with other state organizations in perfecting a national society, the purpose of which is to bring about uniform divorce laws which will protect the rights of grass widows and particularly clarify the status of divorcees. "Merry Wives of Reno," the picture, has as its featured actors Margaret Lindsay, Glenda Farrell, Donald Woods, Guy Kibbee and Hugh Herbert, while "Merry Wives of Reno," the organization will be headed, for the coming year by (insert list of officers)

SHOWMAN'S CORNER

EDGAR HART CROWED ABOUT HIS COMEDY Epes Sargent's *Variety* column suggests a stunt applicable to this picture, used successfully by Edgar Hart of the Majestic Theatre, Columbus, O. Ed put a rooster in a cage over his box office. A hen hidden from view, in adjoining cage, kept the rooster crowing. Copy read: "The rooster is crowing about that side-splitting comedy (name of picture)."

—Book the Trailer Now!—

CARDBOARD STILL FRAMES PROMOTED FOR TIE-UPS Lewis Stein, head man of Newark's Ritz Theatre, pulled this clever one to place his dealer tie-up stills. He promoted from a neighborhood photographer enough fancy cardboard frames for his 8 x 10 stills. The frames gave the stills plenty of class. Dealers were glad to put them in their windows. Picture credits of the stars were tacked on the stills. Photographer got his break by having his name prominently displayed on the frames.

—Are You Playing Vitaphone Shorts?—

EDDIE HALEY USES AUSTIN CAR BALLY The Austin car craze has died out, but Eddie Haley of the Fitchburg Theatre in Fitchburg, Mass., used one of the little things in a new way. He had an Austin completely boxed with signs advertising his picture. Touring the city for four days ahead of his opening, Eddie reports plenty excitement. It seems that the size of the displays concealed the small car. The yokels spent their time wondering what made the bally operate.

KISSING NOVELTY

LOTS OF FUN IN RENO
...Turn the wheel and see why!



Warner Bros. successor to "Convention City". The dizziest divorce drama ever filmed, with
9 GREAT LAUGH STARS

THEATRE IMPRINT AND PLAYDATES

Wheel on the back turns and reveals five male characters of the picture kissing Margaret Lindsay's hand. In colored ink on colored stock. Illustrated actual size.

Prices include imprint: 500—\$4.50; 1M—\$7.50; 3M—\$7.00 per M.

Order directly from:

ECONOMY NOVELTY CO.

239 WEST 39TH STREET

NEW YORK CITY

exploitation

Such Embarrassment!.... And Such a Contest!

For three days, you can give your town plenty of good solid laughs with this contest. Embarrassing moments—taken right from the action of the picture. And it's up to the ingenious readers of your town to help Kibbee and Herbert out of their jams—if they can. Kibbee and Herbert, via this contest, can help you and your editor. Start it a-rollin' now. There's plenty to it! Three illustrations available as a unit.

Order Mat No. 7—50c

(1st Day)

When In Walked His Wife!



Guy Kibbee was painting the toe nails of a pretty film "extra" a night carmine, when in walked the Missus. What should he say to get out of the jam? Valuable prizes for best answers. Details on page.....

Caught by Wife Painting Chorus Girl's Toenails

How Would Erring Hubby Get Out of This Jam? Valuable Prizes For Answers

JUST what would a fellow tell his wife, if she caught him painting—not the town—but the toenails of a chorus girl, red? Especially, if he is neither a pedicurist nor an artist? It's a serious situation—one of the many embarrassing moments that have come to Guy Kibbee during his long career as a philandering husband in many screen plays.

These things happen in real life, and sometimes they escape the attention of busy newspaper reporters.

Here is an opportunity for men and women—of to show their skill in getting out of tight places.

Warner Bros. laughing expose of the Reno divorce racket "Merry Wives of Reno" will open on.....

A single ticket will be given for each of the four next best explanations and a grand prize of will be awarded for the best original "embarrassing moment" anecdote submitted before

Letters should be sent to the Contest Editor of the before

(2nd Day Story)

Was His Face Red? Valuable Prizes For Best Excuses

Dignity may be admirable, but being dignified isn't half as much fun as making whoopee, and who cares if the gals do say, "the old fool?"

Playful papas, whose wives are away, sometimes stage little masquerade parties, but their faces do get red when austere young neighbors crash in and want to know "why and what?"

There's Guy Kibbee, for instance, all dressed up like an Indian and rarin' to whoop, trying to explain to Donald Wood just what it's all about. Guy is an explainer par excellence. In his woman chasing career—only on screen, however, for Kibbee is Hollywood's model spouse in real life—he's never at a loss of words.

For the best excuse submitted by any reader the (paper) will give two tickets to "Merry Wives of Reno," the Warner Bros. riotous story of divorce, which comes to the theatre on Each of the next four best excuses will also win a ticket.

Embarrassing moments often happen in real life, too. Everyone has experienced some of them. A grand prize of will be awarded for the best anecdote telling of the situation and the way one got out of it. Letters should be sent to the Contest Editor of the

(3rd Day Story)

Get Hugh Out of Jam And Win 2 Tickets To Theatre

There have been golf widows, bridge widows, business widows, fishing widows, but it remained for Hugh Herbert to make glorious Glenda Farrell a sheep widow.

Hugh, in the Warner Bros. comedy "Merry Wives of Reno," which comes to the theatre on, is so engrossed in his sheep farm, the prima donna of which is the lamb "Eloise," that he has no time to give to his wife, who doesn't particularly care.

When Hugh returns from a long trip, however, and instead of bringing a gift to his bride, brought along his prize sheep, what excuse should he have made, to placate the lady and make her believe he did not love her less because he loved sheep more?

For the best excuse, explanation, or reason submitted by any reader, the (newspaper) will award two tickets to the theatre, and the next four best answers will each win one ticket.

A grand prize of will be given for the best anecdote relating an embarrassing moment in the life of a reader and the explanation or excuse used to get out of the difficulty.

Send answers to the Contest Editor of the before

(2nd Day)

Papa Want to Play?



Guy Kibbee was all dressed up like a big bad Indian when his austere young neighbor, Donald Wood, crashed the party. Was Guy embarrassed? Not that famous film philanderer! He had an explanation. What should he have said? Valuable prizes for the best answers. Details on page.....

(3rd Day)

A Present for a Lady



Hugh Herbert returns from a long trip and the only present he brought his lonesome wife, Glenda Farrell was Eloise, a sheep, which he had bought for himself. Was the lady angry? But trust Hugh to explain himself out of it. How? Valuable prizes for the best explanations. Details on page You know, this is the last chance to get in on these prizes. "Merry Wives of Reno," the hilarious Warner Bros. comedy at the Strand inspired the contest. And the comedians in the picture, including Guy Kibbee, Glenda Farrell, Margaret Lindsay, and many others give you ample reason for laughter.

exploitation

Dealer Tie-Up Stills

Number of stills from this picture available which may be made basis of interesting store-theatre tie-ups.

For Pet Shops—Still MR 40; Hugh Herbert holding a sheep and dog.

For Hat Shops—Still MR 232; Margaret Lindsay wearing new summer hat creation.

For Lingerie Shops—Still MR 243; Margaret Lindsay wearing white silk pajamas.

For Luggage Shops—Still MR 43; Frank McHugh carrying two valises into hotel lobby.

Stills are 10c each. Order directly from Editor Merchandising Plan, 321 West 44th Street, New York City.

Gal Bally

Have two pretty gals dressed in the height of fashion walk around town with big grips. Copy to read . . . "We're two 'Merry Wives of Reno'". . . See us all this week at the Strand Theatre."

Summons Servers

Make up official looking paper to represent divorce summons. Surprint these with copy . . . "You'll be divorced from your worries when you see 'Merry Wives of Reno' at the Strand." Good throw-away which can be given every type distribution.

Renogags

Stage contest to find best gags on divorce or Reno. Work through local newspaper awarding prizes for best daily gag as well as grand final prize.

28x42 Blow-Ups



In full colors: \$3.50 apiece.
In black and white: \$2.25 each.

F.O.B. New York City
NATIONAL STUDIOS, INC.
226 West 56th St. N. Y. C.

Bus Bally

Cover a bus with banners, poster material and plenty of peppy copy. Call the bus the Merry Wives of RENO SPECIAL, making sure to make the RENO SPECIAL stand out. Offer to take anyone to the theatre free. Have the bus drive around the crowded sections of the town for the first two days of the picture's run.

Slanguage

There are loads of slang expressions for divorce. People refer to it as getting "Unhitched," "RENOvated," "Casting Off Anchor," etc. Run a contest for the longest and cleverest list of slang words and expressions, meaning divorce, or, if preferred, the best original word to express the divorce idea.

For the Lovelorn

Construct an attractive little booth on a busy corner. Copy on booth reads; "Miss Knowser Stuff . . . Advice on Matrimonial Difficulties . . . FREE." An attractive gal hands out heralds to the lookers-in.

Opening-Nighters

Invite prominent locals, who are connected with divorce in any way, to your opening. Be sure to include a well-liked judge, leading divorce attorneys and the district attorney.

Whoopee Parties

Everyone has been to some unusual or especially hilarious party. Award prizes to the best letters sent to co-operating paper describing unusual party they attended. Stress fact that Guy Kibbee throws a party in the picture that's the last word in hilarity.

Run, Sheep, Run

Have man in a big cowboy stetson like Hugh Herbert's, walk around town leading a sheep (be sure it's nice and clean). Copy on sheep blanket to read: "He's chasing the 'Merry Wives of Reno.'"

Unusual Divorces

Recently a woman divorced her husband because he ate crackers in bed. There are many divorces for reasons as silly as that. Run contest for funniest grounds for divorce. If contestants can think of actual cases, all the better. If they can't, fictitious ones will do. Anything goes, but they must be funny.

Special Frames Available for Vitaphone 11 x 14 Displays



With your set of 11 x 14's on the accompanying Vitaphone shorts in this frame you've a sales-talk that can't be topped! Frames can be included as part of your permanent lobby set-up and new stills inserted for all Vitaphone shorts.

Made in black and gold with durable board backing. Size 29 x 30 1/2 and priced at \$2.50 each. Frames must be ordered direct from manufacturer. Menger, Ring and Weinstein, Inc., 306 West 42nd Street, N. Y. C. Check must accompany order. Shipment express collect.

Lobby Teasers

Bright lobby teasers, particularly if not used too often, are easy for lots of patron notice. Following are a few sample slogans for your artist—straight ad copy will also work.

Who are they?
M W O R
What are they?

They're coming next week
MERRY WIVES OF RENO

To Reno and back via the laugh route
MERRY WIVES OF RENO

Married Folks Nite

Advertise a married folks night. Offer prizes to the family with most wives and the youngest and oldest wife attending. Also have a 'wives' matinee' with souvenirs to married women attending.

Hotel Poster

Make up posters to place on hotel bulletin boards. Copy to read:

Everyone's invited
CONVENTION
Merry Wives of Reno
(Playdates)

Also adaptable for teaser cards in lobby or street.

Your Banner Display



BANNER (above)—For ends of marquee or instead of swinging signs under marquee. Canvas with stenciled lettering. 6 feet long—36 inches deep. \$2.40 each. On real satin—\$3.35 each.

BURGEE (right)—Two colors on fine duck. 20 x 30 inches—40 cents each.



VALANCE—Order to fit your marquee. Three colors with lettering sewn on fine duck—\$1.20 per yard. Two colors on silkolene—\$1.70 per yard.

Order from **M. MAGEE & SONS**
140 FULTON STREET
NEW YORK CITY

Over Your Marquee



Twenty-four sheet can be conveniently cut out and juggled to this effect. Plant colored spot at either end of marquee with flasher attachment to play on display. Weatherproof with shellac.

THEIR LAUGHING STOCK IS GOING UP!



It was a panic when they all got together in "Convention City" . . .

But wait till you see them getting parted in Separation City!

"MERRY WIVES OF RENO"

With Warner Bros.' Famous Laugh Stars—GLENDA FARRELL, GUY KIBBEE, HUGH HERBERT, RUTH DONNELLY, FRANK McHUGH, MARGARET LINDSAY, DONALD WOODS, ROSCOE ATEs

T H E A T R E

376 Lines

Mat No. 14—40c

THEIR LAUGHING STOCK IS GOING UP!



It was a panic when they all got together in "Convention City" . . .

But wait till you see them getting parted in Separation City!

"MERRY WIVES OF RENO"

With Warner Bros.' Famous Laugh Stars—GLENDA FARRELL, GUY KIBBEE, HUGH HERBERT, RUTH DONNELLY, FRANK McHUGH, MARGARET LINDSAY, DONALD WOODS, ROSCOE ATEs

T H E A T R E

210 Lines

Mat No. 13—30c



THEY'RE OFF TO RENO IN A GALE OF GLEE!

The gold-digging cuties of "Havana Widows". . . . The delirious play-boys of "Convention City". . . . In a hilarious fight-to-the-finish on the matrimonial battlefields of Reno!



MERRY WIVES OF RENO

With Warner Bros. Famous Laugh Stars—
GLEND A FARRELL, GUY KIBBEE, HUGH HERBERT, RUTH DONNELLY, FRANK McHUGH, MARGARET LINDSAY, DONALD WOODS, ROSCOE ATE S, HOBA RT CAVANAUGH

248 Lines Mat No. 19—20c



DO YOU WANT A DIVORCE
from the Blues?

Let Warner Bros.' merry crew of laugh stars show you how—and how! It's more fun than getting rid of a husband—and what a riot that is the way it's done in Reno!

"MERRY WIVES OF RENO"



With Warner Bros. Famous Laugh Stars—
GLEND A FARRELL, GUY KIBBEE, HUGH HERBERT, RUTH DONNELLY, FRANK McHUGH, MARGARET LINDSAY, DONALD WOODS, ROSCOE ATE S

327 Lines Mat No. 15—30c

"MERRY WIVES OF RENO"



With Warner Bros. Famous Laugh Stars—
GLEND A FARRELL, GUY KIBBEE, HUGH HERBERT, RUTH DONNELLY, FRANK McHUGH, MARGARET LINDSAY, DONALD WOODS, ROSCOE ATE S

60 Lines Mat No. 32—20c



'MERRY WIVES OF RENO'



With Warner Bros. Famous Laugh Stars—**GLEND A FARRELL, GUY KIBBEE, HUGH HERBERT, RUTH DONNELLY, FRANK McHUGH, MARGARET LINDSAY, DONALD WOODS, HOBA RT CAVANAUGH**

T H E A T R E

54 Lines Mat No. 28—20c

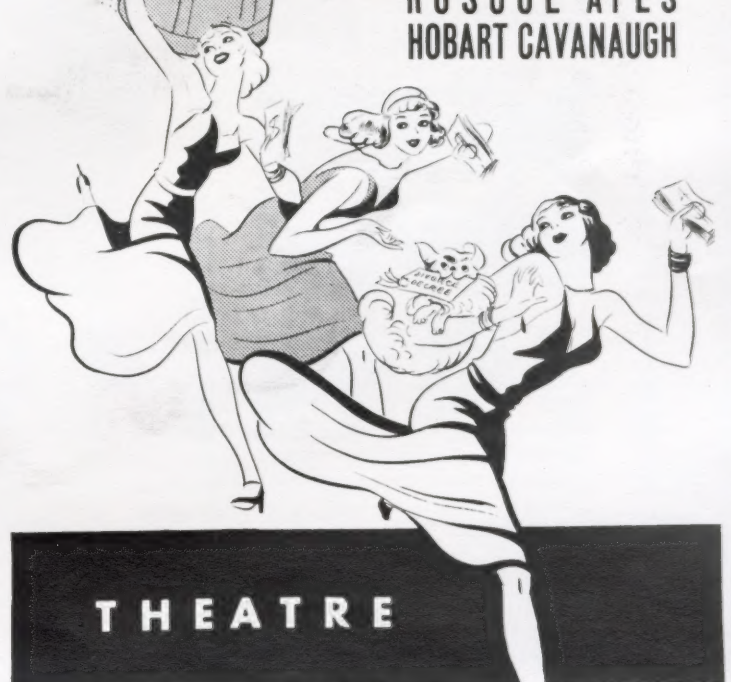
A RIOTOUS ROUND-TRIP EXCURSION ON THE MERRY-GO-ROUND OF MATRIMONY

with those hilarious laugh stars of "Havana Widows" and "Convention City"! See the merry sights of society's favorite separation center Attend the merry parties in the famous divorce colony Hit the merry high spots with those merry widows-to-be—



With Warner Bros. Famous Laugh Stars—

GLEND A FARRELL
GUY KIBBEE
HUGH HERBERT
RUTH DONNELLY
FRANK McHUGH
MARGARET LINDSAY
DONALD WOODS
ROSCOE ATEs
HOBART CAVANAUGH



T H E A T R E

404 Lines Mat No. 22—20c

RENO
CHECK
HUSBANDS
HERE

T H E A T R E

DO YOU WANT A DIVORCE
from the Blues?

Let Warner Bros.' merry crew of laugh stars show you how—and how! It's more fun than getting rid of a husband—and what a riot that is the way it's done in Reno!

**"MERRY
WIVES
of RENO"**

With Warner Bros.
Famous Laugh Stars—
GLEND A FARRELL
Y KIBBEE
HUGH HERBERT
RUTH DONNELLY
FRANK McHUGH
MARGARET LINDSAY
DONALD WOODS

408 Lines Mat No. 24—30c

Available in 2-Column Size on Page Eleven

**SAME STARS -- MORE LAUGHS --
THAN "CONVENTION CITY"!**

Another big convention of Warner Bros. laugh stars with all your hilarious favorites together again—in Separation City!

"MERRY WIVES OF RENO"

With Warner Bros. Famous
Laugh Stars—
GLENDA FARRELL
GUY KIBBEE
HUGH HERBERT
RUTH DONNELLY
FRANK McHUGH
MARGARET LINDSAY
DONALD WOODS

306 Lines

Mat No. 31—30c

SAME STARS-- MORE LAUGHS-- THAN "CONVENTION CITY"!

Another big convention of
Warner Bros. laugh stars
with all your hilarious fa-
vorites together again—in
Separation City!

"MERRY WIVES OF RENO"

THEATRE

With Warner Bros. Famous
Laugh Stars—
GLENDA FARRELL
GUY KIBBEE
HUGH HERBERT
RUTH DONNELLY
FRANK McHUGH
MARGARET LINDSAY

142 Lines

Mat No. 20—20c

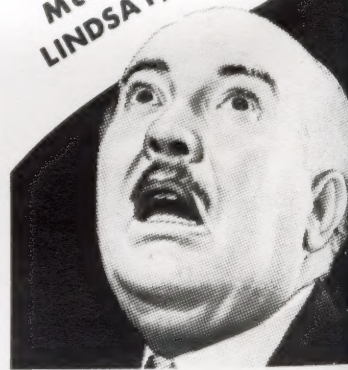


DO YOU WANT A DIVORCE
from the Blues?

Let Warner Bros.' merry crew of
laugh stars show you how—and how!
It's more fun than getting rid of a
husband—and what a riot that is the
way it's done in Reno!

"MERRY WIVES OF RENO"

With Warner Bros.' Famous Laugh Stars—
GLENDA FARRELL, GUY
KIBBEE, HUGH HERBERT,
RUTH DONNELLY, FRANK
McHUGH, MARGARET
LINDSAY, ROSCOE ATE



126 Lines Mat No. 16—10c



A CYCLONE OF MIRTH!
Your favorite laugh stars in the mad-
dest, merriest matrimonial mixup that
ever tossed a monkey wrench in the
wheels of the Reno divorce mill!

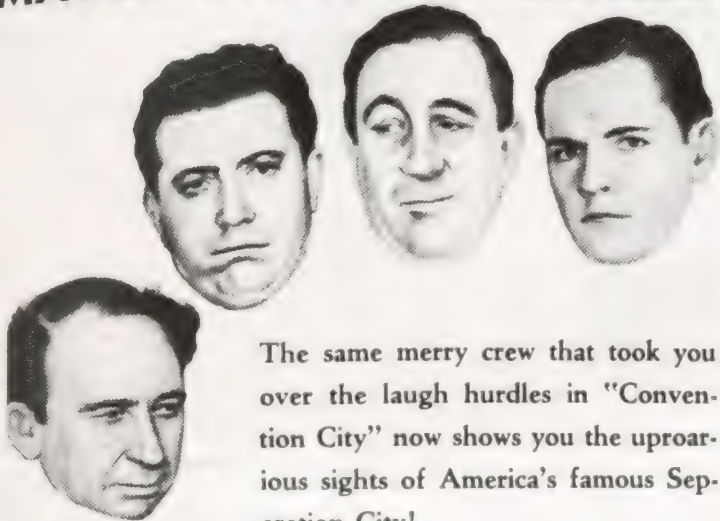
"MERRY WIVES OF RENO"

With Warner Bros.' Famous Laugh Stars—
GLENDA FARRELL, GUY KIBBEE, RUTH
DONNELLY, HUGH HERBERT, FRANK
McHUGH, MARGARET LINDSAY

104 Lines

Mat No. 17—20c

A HILARIOUS TOUR OF RENO'S MATRIMONIAL BATTLEFIELDS!



The same merry crew that took you over the laugh hurdles in "Convention City" now shows you the uproarious sights of America's famous Separation City!



With Warner Bros. Famous Laugh Stars—
GLEND A FARRELL
GUY KIBBEE
HUGH HERBERT
RUTH DONNELLY
FRANK McHUGH
MARGARET LINDSAY
T H E A T R E

322 Lines Mat No. 23—20c

"MERRY WIVES OF RENO"

With Warner Bros. Famous Laugh Stars—GLEND A FARRELL, GUY KIBBEE, HUGH HERBERT, RUTH DONNELLY, FRANK McHUGH

14 Lines Mat No. 29—10c

"MERRY WIVES OF RENO"

With Warner Bros. Famous Laugh Stars—GLEND A FARRELL, GUY KIBBEE, HUGH HERBERT, RUTH DONNELLY, FRANK McHUGH, MARGARET LINDSAY, DONALD WOODS, ROSE COE, AYES, HOBART CAVANAUGH

14 Lines Mat No. 30—10c



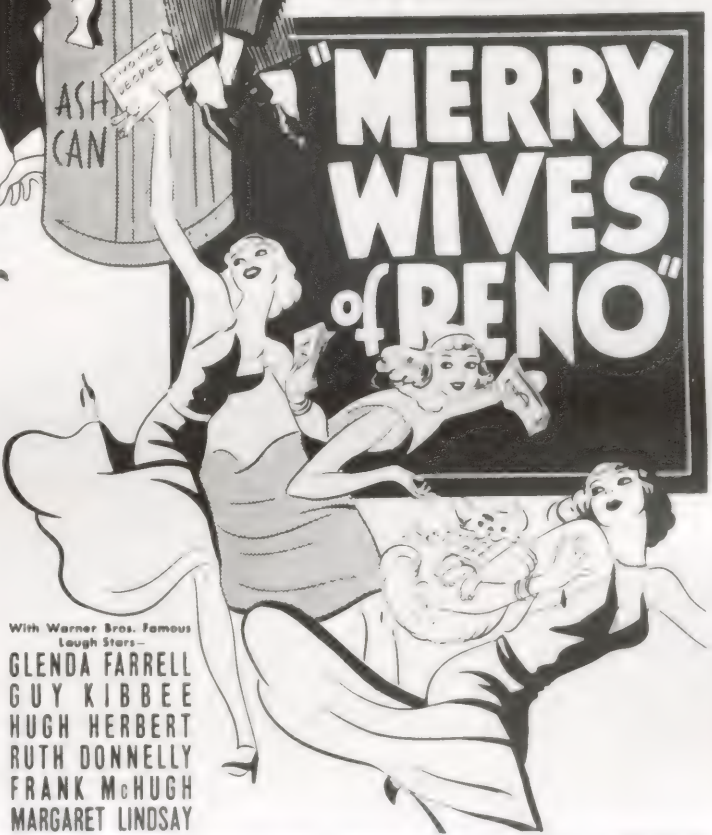
T H E A T R E

DO YOU WANT A DIVORCE
from the Blues?

Let Warner Bros.' merry crew of laugh stars show you how—and how! It's more fun than getting rid of a husband—and what a riot that is the way it's done in Reno!

"MERRY WIVES OF RENO"

With Warner Bros. Famous Laugh Stars—
GLEND A FARRELL
GUY KIBBEE
HUGH HERBERT
RUTH DONNELLY
FRANK McHUGH
MARGARET LINDSAY



180 Lines Mat No. 21—20c

Available in 3-Column Size on Page Nine

A RIOTOUS ROUND-TRIP EXCURSION OF THE MERRY-GO-ROUND OF MATRIMONY

with those hilarious laugh stars of "Havana Widows" and "Convention City"!



With Warner Bros. Famous Laugh Stars—
GLEND A FARRELL, GUY KIBBEE, HUGH HERBERT, RUTH DONNELLY, FRANK McHUGH, MARGARET LINDSAY, DONALD WOODS
T H E A T R E

91 Lines Mat No. 27—10c



A CYCLONE OF MIRTH!
Your favorite laugh stars in the maddest, merriest matrimonial mixup that ever tossed a monkey wrench in the wheels of the Reno divorce mill!

"MERRY WIVES OF RENO"

With Warner Bros.' Famous Laugh Stars—
GLENDA FARRELL, GUY KIBBEE, HUGH HERBERT, RUTH DONNELLY, MARGARET LINDSAY, FRANK McHUGH, DONALD WOODS, ROSCOE ATEs, HOBART CAVANAUGH




222 Lines

Mat No. 18—30c



THEY'RE OFF TO RENO IN A GALE OF GLEE!

The gold-digging cuties of "Havana Widows"... The delicious playboys of "Convention City"... In a hilarious fight-to-the-finish on the matrimonial battlefields of Reno!

"MERRY WIVES OF RENO"

With Warner Bros. Famous Laugh Stars—
GLENDA FARRELL, GUY KIBBEE, HUGH HERBERT, RUTH DONNELLY, FRANK McHUGH, MARGARET LINDSAY, DONALD WOODS, ROSCOE ATEs

99 Lines Mat No. 12—10c

FUNNIEST COMEDY SINCE SHAKESPEARE!

Love's labor lost in a pandemonium of mirth as Warner Bros., famous laugh stars get together in another great comedy convention!

You saw them as Merry Widows in Havana... Raising merry hades in "Convention City"... And now the whole merry crew are hitting the trail for Separation City!

MERRY WIVES OF RENO

With Warner Bros.' Famous Laugh Stars—
GLENDA FARRELL, GUY KIBBEE, HUGH HERBERT, RUTH DONNELLY, MARGARET LINDSAY, FRANK McHUGH, DONALD WOODS, ROSCOE ATEs, H. CAVANAUGH




276 Lines

Mat No. 26—30c

CATCHLINES

They're Off to Reno in a Gale of Glee!

A Hilarious Fight to the Finish on the Matrimonial Battlefields of Reno!

They're Out in the Wild Open Spaces Where it's the Woman who Plays and Plays and Plays!

A Riotous Round-Trip Excursion on the Merry-Go-Round of Matrimony!

The Whole Merry Crew of Warner Bros. Laugh Stars are Together Again!

It Was a Panic When They All Got Together in "Convention City" . . . But Wait Till You See Them Get Parted in Separation City!

It's More Fun Than Getting Rid of a Husband . . . and What a Riot That is the Way it's Done in Reno!

The Funniest Comedy Since Shakespeare!

Do You Want a Divorce from the Blues?

A Hilarious Tour of Reno's Matrimonial Battlefields!

Your Favorite Laugh Stars in the Maddest, Merriest Matrimonial Mixup that Ever Tossed a Monkey Wrench in the Wheels of the Reno Divorce Mill!

A LOT OF CREDIT

"Since I've begun to play Warner Brothers' product I've found out that the special trailers they release on their product seem to put over any picture they release. Personally, I give them a lot of credit for making such fine trailers. If every film company would make their own special trailers on their product and not charge too much for them, they would be helping the exhibitors a great deal."

by Louis Peretta
Crescent Theatre, Mahoningtown, Pa.

THEIR LAUGHING STOCK IS GOING UP!



You saw them as Merry Widows in Havana . . . Raising merry hades in "Convention City" . . . And now the whole merry crew of Warner Bros. laugh stars are together again—out in the wild open spaces where it's the woman who plays and plays and plays!

A Riotous Round-Trip Excursion on the Merry-Go-Round of Matrimony!

With Warner Bros. Famous Laugh Stars—

GLEND A FARRELL
GUY KIBBEE
HUGH HERBERT
RUTH DONNELLY
FRANK McHUGH
MARGARET LINDSAY
DONALD WOODS
ROSCOE ATE S
HOBART CAVANAUGH

THEATRE

459 Lines

Mat No. 25—30c

Lead-Off Story

"Merry Wives Of Reno" Lively Tale Of Divorce Colony

A picture that is heralded as one of the liveliest and merriest comedies of error of the season, will come to the Theatre on _____ under the title of "Merry Wives of Reno."

It is based on the hilarious story by Robert Lord which deals with philandering husbands, flirtatious wives and marital mix-ups that lead to the Reno divorce colony where more marriages are unscrambled than in any other place in the world.

The picture, a Warner Bros. production, carries an unusually well balanced cast with two straight leads and seven of Hollywood's best comedians in the principal roles. Margaret Lindsay and Donald Woods have the featured roles, portraying a bride and groom whose happiness is wrecked on the rocks of the bride's suspicions, but who, contrary to the usual experience, are reunited in Reno. Guy Kibbee has the role of the philandering husband whose henpecking wife is cheated of the large alimony she had expected when he frames her into a compromising situation. Ruth Donnelly plays the part of the wife who rules her home with a rolling pin and crockery.

Glenda Farrell has the role of a flirtatious wife of a wealthy middle aged man who is too dumb and too engrossed in his own business to be aware of her scandalous affairs.

Hugh Herbert has the part of her husband, a sheep fancier who never appears without his pet lamb, Eloise, on leash. Eloise is one of the star performers of the picture and responsible for many of the laughs.

Frank McHugh and his trick laugh are seen and heard in the picture as a chiseling bell boy at a Reno Hotel who is ever ready to show a fair divorce applicant the town or to frame her for her husband. Roscoe Ates, as a grizzled sour dough trapper from Alaska, stutters his way to divorce from a wife who has eloped with an Eskimo, while Hobart Cavanaugh is the harassed lawyer who is handling the cases for the merry wives.

H. Bruce Humberstone, who directed the picture, is said to have given the production a fast tempo with snappy action.

Donald Woods



Handsome husband of that young divorce-getter, Margaret Lindsay, in "Merry Wives of Reno," now at the Strand.

Mat No. 5-10c

On The Cast

Glenda Farrell Was Guarded By Trained Nurse During Film

Rather than hold up "Merry Wives of Reno," the Warner Bros. picture which comes to the Theatre on _____, Glenda Farrell went to work several days under the personal supervision of a trained nurse, with orders from the doctor to rush her home if her temperature went over 100.

A touch of old-fashioned grippe was Glenda's affliction, and she had been fighting it at home for three days.

The old "show-must-go-on" spirit, however, induced Glenda to extract permission from her doctor to go to work, on condition that her temperature didn't go beyond 100.

With the nurse taking her temperature every hour, Glenda managed to get through a week successfully, and then went home to resume her battle with the grippe, in which she finally won out.

Miss Farrell plays the part of a flirtatious wife of a wealthy and middle aged man. She has a penchant for other women's husbands, which is the basis of all the merry Reno divorce troubles that take place in the picture.

Hugh Herbert is her husband while others in the cast include Margaret Lindsay, one of the unhappy wives, Donald Woods, Guy Kibbee, Frank McHugh, Roscoe Ates, Ruth Donnelly and Hobart Cavanaugh.

The picture is an uproarious comedy of the divorce mill. The story and screen play are by Robert Lord and the direction by H. Bruce Humberstone.

Production Story

Hugh Herbert Plays Mary To Pet Lamb In Divorce Comedy

The Mary of the nursery rhymes had nothing on Hugh Herbert when it comes to having a lamb follow one about.

In "Merry Wives of Reno," the Warner Bros. picture now playing at the _____ Theatre, Herbert plays the part of a Nevada sheep fancier. He has a pet lamb which he leads about on a leash, dines and wines in his hotel and which sleeps in a special cot in his rooms at night.

The lamb, Eloise, which was brought from a Montana ranch to play in the picture, proved to be unusually docile. It became so attached to Herbert that it not only followed him about on the studio set as it was supposed to do in the film, but all about the lot when not working and to the studio lunch room.

Herbert refused to take the lamb home with him, however, as he does in the picture, and the lamb bleated pathetically when he left it at night to be locked up in its pen. It greeted him with a joyful blast every morning.

The lamb appears throughout most of the picture and adds greatly to the humor of the production which is a hilarious comedy of the Reno divorce mill written by Robert Lord.

Others in the cast include Margaret Lindsay, Donald Woods, Guy Kibbee, Glenda Farrell, Frank McHugh, Roscoe Ates and Hobart Cavanaugh. H. Bruce Humberstone directed.

Like My Manicure?



The finger points! Hugh Herbert and Glenda Farrell are having a little spat in "Merry Wives of Reno," the first National comedy coming to the Strand. The all-comedy cast includes Donald Woods, Guy Kibbee, Margaret Lindsay, Ruth Donnelly, Roscoe Ates, Frank McHugh and Hobart Cavanaugh. The plot evolves about the three merry wives who step out to Reno for a divorce.

Mat No. 4-20c

Production Story

Frank McHugh Ribs Actors With Loaded Dice In Reno Film

Trick dice are added to Frank McHugh's trick laugh in "Merry Wives of Reno," the Warner Bros. picture which comes to the Theatre on _____. The sequence depicts a party in a Reno hotel room and Frank, in the course of a friendly little game of "African golf," throws a seven that number of times in succession for the benefit of the camera.

Margaret Lindsay, Donald Woods, Glenda Farrell, Hugh Herbert, Hobart Cavanaugh and other members of the cast gathered about to watch the experiment. Throwing a seven with dice is a real accomplishment for any player in the game of galloping dominoes.

Imagine, then, throwing it seven times in a row!

Difficult as it was, Frank succeeded and while he was later accepting credit for his masterful handling of the dice, following the photographing of the scene, along came Pat Malley, property man, to re-claim the precious "bones." While McHugh ded, Pat explained that the dice were perhaps the best loaded dice in Hollywood.

The picture is a hilarious comedy of the Reno divorce mill, written by Robert Lord and directed by H. Bruce Humberstone.

Ates Never Went To Stuttering School

Roscoe Ates, who stutters his way through the Warner Bros. picture, "Merry Wives of Reno," now showing at the Theatre, was stopped on the street one day by the head of a school for stammerers.

"Did you ever attend a school for stutters?" he queried.

"N-n-n-o," said Roscoe. "I-I-I-I came by it n-n-naturally."

On The Cast

Margaret Lindsay Wins Lead Role In Reno Divorce Film

The pretty girl from Dubuque, Iowa, whom all Hollywood is talking about, is now cast in another big part. Margaret Lindsay, who attracted so much notice first in "Cavalcade," then in "Voltaire" and "The House on 56th Street," won the leading role in "Merry Wives of Reno," the Warner Bros. picture now at the _____ Theatre.

Miss Lindsay plays the part of a young wife whose marital com-

Margaret Lindsay one of the "Merry Wives of Reno" at the Strand



Mat No. 10 10c

plications take her to Reno, through error. A neighbor of hers is drawn into the same mistaken situation.

The attempts of the two husbands to straighten out affairs bring about a ridiculous confusion that abounds in laughs. With the comedy is combined the serious romantic interest of the young couple and Miss Lindsay's emotional work is a fine contrast to her lighter moments.

Miss Lindsay is a striking brunette with hazel eyes and brown hair and before coming to Hollywood was a favorite of the London stage.

There is an unusually impressive cast of comedians in the picture including Donald Woods, Guy Kibbee, Glenda Farrell, Hugh Herbert, Frank McHugh, Roscoe Ates, Ruth Donnelly and Hobart Cavanaugh.

The picture is based on the hilarious comedy of the world's most famous divorce mill by Robert Lord. It was directed by H. Bruce Humberstone.

On The Cast

Donald Woods Fits Up Special Room To Rehearse Film Work

Donald Woods, one of the three husbands whose domestic bliss undergoes a terrific strain in "Merry Wives of Reno," the Warner Bros. production which comes to the _____ Theatre on _____, has fitted up a room in his home which the family calls "the rehearsal room".

Ever since his days in theatrical stock, Donald has been accustomed to studying his parts out loud, and rehearsing them in the same way. Memorizing, says Donald, is twice as easy and goes twice as fast if you can do it aloud. Once he has his part firmly fixed in his mind, he runs through it with his wife, Mrs. Woods, giving him the cues of the other characters. Two such rehearsals are enough to perfect him in his role.

"After my experience in stock companies," Donald remarked one day, "when you're always studying two plays at once, and sometimes more, getting up in a role for a picture is duck soup. It's the easiest part of studio work."

That's why he fitted up a special room for rehearsals in his new Hollywood home during the production of "Merry Wives of Reno". The picture is a riotous comedy by Robert Lord on the world's most famous divorce colony. Others in the cast include Margaret Lindsay, Guy Kibbee, Glenda Farrell, Hugh Herbert, Frank McHugh, Roscoe Ates and Ruth Donnelly. H. Bruce Humberstone directed.

Production Story

Actress Smashes Plate On Kibbee's Bald Pate In Film

Some folks think a woman can't throw straight, but Guy Kibbee is not one of them.

Guy plays the part of a henpecked husband in the Warner Bros. picture, "Merry Wives of Reno," a merry tale of the famous divorce colony which comes to the _____ Theatre on _____. Ruth Donnelly is his man eating spouse.

Just because she discovered he had spent the evening with another woman, she flies into a rage and hurls the family dishes at him. In shooting the scene, H. Bruce Humberstone, director, instructed Miss Donnelly to aim at a sideboard on one side of Kibbee and at a door on the other.

The director called for action and the dishes began to fly, but to the astonishment of the other players most of them landed on his bald pate.

"Great," grinned the director. "You made a bull's eye in four out of every five."

"But I really didn't aim at him," protested Miss Donnelly, "I tried to hit the door."

Guy eyed her and the director suspiciously the while he rubbed a bump as big as a walnut.

"Yeah," he said. "Tell that to the judge in Reno."

Others in the cast of this hilarious comedy by Robert Lord include Margaret Lindsay, Donald Woods, Glenda Farrell, Hugh Herbert, Frank McHugh, Roscoe Ates and Hobart Cavanaugh.

Opening-Day

Three Merry Wives Romp Through Reno In Hilarious Film

"Merry Wives of Reno," the Warner Bros. picture which gives a humorous slant on the doing in the world's famous divorce colony, is the feature attraction that starts at the Theatre today.

Margaret Lindsay, Glenda Farrell and Ruth Donnelly are the



Glenda Farrell who romps with the "Merry Wives of Reno" at the Strand

Mat No. 10c

three merry wives who romp to Reno. Miss Lindsay and Miss Donnelly to seek divorces and Miss Farrell to find a new world of men to flirt with.

Donald Woods, Guy Kibbee and Hugh Herbert are the three husbands involved, the former two framing their wives into a compromising situation with the latter, Woods with the idea of effecting a reconciliation with his bride and Kibbee of reducing his wife's demands for alimony.

The mix-ups which are involved in these marital scandals are said to be hilarious enough to turn a judge's hair grey and set a court room to roaring with laughter.

In addition to its humorous side, the story carries a delightful romance, the two featured leads, Miss Lindsay and Woods playing their parts straight, one as the suspicious bride and the other as a wrongly accused husband who has been tangled in a net of compromising circumstances by the flirtatious Miss Farrell.

Robert Lord who wrote both the story and the screen play is said to have given the production a lively treatment that leads to fast action with rollicking situations. The picture was directed by H. Bruce Humberstone. Others in the cast include Frank McHugh, Roscoe Ates and Hobart Cavanaugh.

Glenda Farrell



One of the hardboiled "Merry Wives of Reno." This First National comedy concerns the hilarious adventures of fast-stepping wives in a fast-stepping town. The film comes to the Strand on Thursday.

Mat No. 3-10c

Glenda Farrell Bars Beaux While Working

Glenda Farrell, who plays the part of a flirtatious wife in the Warner Bros. picture, "Merry Wives of Reno," has many masculine admirers who were very much discouraged during the production of the picture when she refused to accept any invitations or even see them. Finally Glenda explained.

"I never go out in the evening while working on a picture," she said. "I need all the sleep I can get to reserve my strength. A beau only distracts my attention from work, so I reserve such affairs for the time between pictures."

"Merry Wives of Reno," which comes to the Theatre on , is an amusing tale of the Reno divorce colony with Miss Farrell, Margaret Lindsay, Donald Woods and Guy Kibbee in the featured roles.

Kibbee Good Farmer When He Is Not Acting

Guy Kibbee, who has the role of a philandering husband in the Warner Bros. picture, "Merry Wives of Reno," now showing at the Theatre, is a successful farmer during his spare moments between pictures. He has the most famous, as well as the most successful, patch of golden bantam corn in the picture colony on his estate near Culver City. Last year the output of the Kibbee corn-patch was 107 dozen ears which is a lot of corn for a gentleman farmer whose principal business is acting.

Merry Wives Of Reno Honor Hugh Herbert

Margaret Lindsay, Glenda Farrell and Ruth Donnelly, the three Merry Wives of Reno in the Warner Bros. picture of that title which comes to the

Theatre on , threw a party for Hugh Herbert on the day the production was finished. Herbert plays the part of a Nevada sheep fancier and appears throughout the picture with Eloise, a pet lamb, at his heels.

Hugh was presented with a miniature sheep carved out of bone and fitted with a ring to be used as a watch charm. The gift was in token of the fun Herbert and Eloise had created for the company. Not to be outdone the male members of the cast presented Hugh with a ten gallon hat, a duplicate of the one he wears in the picture. It was inscribed on its brim with the names of the members of the cast including Donald Woods, Guy Kibbee, Frank McHugh, Roscoe Ates and Hobart Cavanaugh.

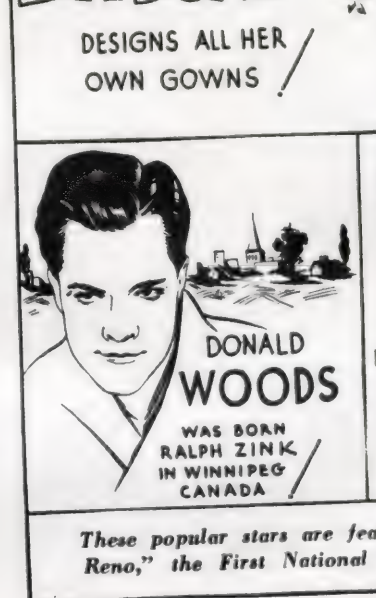
8 Actors In Divorce Film Never Saw Reno

Inquiry in Hollywood as to whether a person has visited Reno is a delicate question, but a poll of the principal players in "Merry Wives of Reno," the Warner Bros. picture which comes to the

Theatre on , disclosed that of the nine persons most directly connected with the production, not one had ever been in the city of divorce.

Eight players were asked the question. Donald Woods, Margaret Lindsay, Glenda Farrell, Frank McHugh, Ruth Donnelly and Hugh Herbert. Hobart Cavanaugh and Guy Kibbee all answered in the negative. Director H. Bruce ("Lucky") Humberstone also denied ever having visited the city.

FREAK FACTS . . . ABOUT FILM FAVORITES

 MARGARET LINDSAY DESIGNS ALL HER OWN GOWNS	 GLENDA FARRELL IS A CRACK SHOT!
 DONALD WOODS WAS BORN RALPH ZINK IN WINNIPEG CANADA	 HUGH HERBERT SPEAKS EIGHTEEN FUNNY DIALECTS!

These popular stars are featured in "Merry Wives of Reno," the First National comedy at the Strand.

Mat No. 11-20c

Lindsay's Sister Fighting For Margaret's Success

Latter Now Playing Featured Lead In Divorce Comedy Hit "Merry Wives Of Reno"

HIGH up on one of Hollywood's highest hills—in an apartment that boasts comfort, gayety and a fireplace—live Margaret Lindsay, young Warner Bros. screen star, whose latest picture is "Merry Wives of Reno," now showing at the Theatre, and her non-professional sister, Helen, representing the film colony's one and only successful "sister team."

Isolated by choice on the hillside where they can "see the sights" and the myriad lights that the big city presents at night, the two charming girls live happily and plan as one, for the future of Margaret Lindsay.

What each of them does during the day bears directly on the screen career of Margaret who has flashed into almost overnight prominence with her fine characterizations—playing young sophisticates, demure heroines, and age worn dames.

What Margaret does interests Helen. Helen lives for Margaret, subjugating her interests for her famous and charming sister, at least until Margaret is "old enough to take care of herself." Helen takes care of the heaps of fan mail, manages the apartment, plans the menus, does the buying, takes Margaret to the set each day, and still finds time to play tennis or make fudge.

Entertainer At Home

"Margaret is easy to get along with," Helen declares. "We have great times together and believe it or not, we seldom go out in the evening."

But when Margaret does go out it is seldom with "picture people" unless it is Dick Powell, or her pal, Janet Gaynor. More often the Lindsay girls entertain at home or just "stay at home" and go to bed early. Helen will not permit late hours when her sister is working during the day.

She wants her to keep that vivacious personality, that pleasing smile and that freshness that

stamps her work before the lens. Consequently Helen plans the diet. Light, tasty foods for Margaret when she is working. Lots of spinach, fruit and vegetables. Margaret, as a result, needs no masseuse—her figure is perfect.

What to do on an evening? The Lindsay girls will tell you that they can be entertained by the "silliest things." Both play the guitar and both sing lustily about "My Little Grass Shack Somewhere or other." At home they "go" for gayety and sit by their fireside, just the two of them, playing childish games.

Devoted To Career

Some day they hope to travel—to Paris, Rome, Berlin and those continental places that intrigue women of a romantic nature. But until success has long been established neither of them will consider marriage. They are career women—Margaret in pictures and Helen for Margaret. Jealousy doesn't exist. Helen is proud of her sister and perfectly content to "look after her."—And yet Helen is charming enough to make a little history for herself. But she says she'd rather not.

In "Merry Wives of Reno," Miss Lindsay plays the role of one of the members of the Reno divorce colony. The story by Robert Lord is one of the mad, merry mix-ups which result in hilarious comedy situations.

Others in the cast include Donald Woods, Guy Kibbee, Glenda Farrell, Hugh Herbert, Frank McHugh, Roscoe Ates, Ruth Donnelly and Hobart Cavanaugh. H. Bruce Humberstone directed.

Ruth Donnelly Nags Hubby Into Reno Film Divorce

But It All Happens In The Hilarious Warner Bros. Comedy "Merry Wives Of Reno"

IN her own words—"The Screen has enough society girls, concert singers and heiresses, please say that I'm just an actress." That's Ruth Donnelly, folks. She just recently renewed a long term contract with Warner Bros. and she signed it because she's an actress.

She has had to prove it in "Mandalay," "Wonder Bar," "Female," "Hard to Handle," "Lilly Turner," "Private Detective 62," "Jewel Robbery," "Blessed Event," "Ladies They Talk About," "Employee's Entrance" and many others including her latest picture, "Merry Wives of Reno," now showing at the Theatre.

Now that she has won screen success, she will undoubtedly hold it. The Donnellys seem to hold on. Her uncle Fred Donnelly was Mayor of Trenton, N. J. for 22 years, while she held on to a job with Geo. M. Cohan for 5 years and that was only her first job.

Ruth always aspired to be an actress. She was impatient to get started. She begrudged her public school education the time it required. The urge was too strong to be denied. She went to New York and managed to hang on somehow until Cohan gave her a part in "A Prince There Was."

That unlocked the door for her and she entered upon a succession of parts, her favorite one being that of Annie in "The Crooked Square." It was "Blessed Event," however, that caught the interest of Hollywood and gave her a screen contract.

Her interest in the theatre is as keen today as when she started. Her enthusiasm for a new part just as marked. She still feels that being a good actress is the sum of all success.

"I've been an ingenue and leading lady," she said. "Now I'm a character woman. Some of these days I'll be a dowager and finally play in nice old grandmother parts. What more could anybody want?"

Ruth has a quick, sharp mind and an attractive personality. She tells a story with magnetic effect and never loses a friend. She is fond of music and good books and takes ordinary precaution with her weight and complexion.

In "Merry Wives of Reno" she has the role of a nagging wife of a philanderer, winding up in the Reno divorce colony where she gets into a score of merry marital mix ups along with Margaret Lindsay, Donald Woods, Guy Kibbee, Glenda Farrell, Hugh Herbert and others.

Guy Kibbee



One of the merry husbands of the "Merry Wives of Reno," the film now at the Strand.

Mat No. 2-10c

Woods, New To Films, Gets Leading Roles

Unlike most actors who, although noted on the stage, are compelled to take minor roles when they first start screen work, to acquire experience and screen technique, Donald Woods was given a leading role with his very first picture. This was in "As the Earth Turns." Now he is playing in his second picture, "Merry Wives of Reno," the Warner Bros. comedy of marital mix-ups, which comes to the Theatre on and again he has the masculine lead, playing opposite Margaret Lindsay.

Guy Kibbee, Hugh Herbert, Glenda Farrell and Frank McHugh are in the cast.

Hugh Herbert's Clowning Sheep Creates Film Laughs

Two Play Important Roles In Hilarious Comedy, "Merry Wives Of Reno"

LONG before pictures started talking for themselves, a man used to stand behind the screen and talk for them. Remember that strange voice coming out of nowhere, sometimes forgetting to change from the villain's baritone to the hero's tenor? Well, that was Hugh Herbert.

Nowadays he talks for only one character at a time and it's usually the most humorous character in the piece. He gets his effects mentally rather than orally. His strange way of submerging his whole personality in a part is uncanny. He is able to "think" a role with such concentration that he lives it.

He was born in New York, and did his first acting in a Fall River stock company. By the time he reached Broadway, he had played every part except Little Eva, which he explains by the fact that he would have looked funny in a blonde wig.

Writer As Well As Actor

He was always full of ideas and for a long while was more successful as a writer of plays and sketches than as an actor. He also directed several shows that had long runs. He preferred acting, however, and before he came to Hollywood had played in more than sixty roles.

Herbert did not come to the coast with the idea of going into pictures, but as a member of the musical revue, "Exposures of 1927." Michael Curtiz saw him and gave him a part in "Good Time Charlie." Of the twenty odd pictures in which he has appeared for Warner Bros., the most recent are "Convention City," "College Coach," "Wonder Bar," "Harold Teen," "Fashions of 1934" and "Easy to Love." His latest picture is "Merry Wives of Reno," which comes to the Theatre on

Would Out-lie Travellers

Personally, Hugh Herbert is staid and reserved. A fine sense of humor pervades his outlook on life. He is too tolerant for violent likes or dislikes and simply avoids people and things that do not appeal to him. There is no room in his broad mind for extremes; he likes prize fights yet his pet hobby is flowers. In music and the arts, his tastes are just as divergent; Herbert and Wagner, Maugham and Peter Kyne, Katherine Cornell and Mickey Mouse.

In "Merry Wives of Reno" Herbert furnishes much of the comedy as the rich and somewhat stupid husband of a very beautiful and flirtatious woman. Glenda Farrell has the part of his wife while Eloise, a trained sheep, is his clowning companion.

Others in the cast include Margaret Lindsay, Donald Woods, Guy Kibbee, Frank McHugh, Roscoe Ates, Ruth Donnelly and Hobart Cavanaugh. H. Bruce Hummerstone directed the picture from the screen play by Robert Lord.

She's A Very Merry Wife



The rising young star, Margaret Lindsay, is the would-be-divorcee in "Merry Wives of Reno," First National's comedy now at the Strand. The great cast of comedy favorites includes Guy Kibbee, Hugh Herbert, Glenda Farrell, Donald Woods and Frank McHugh.

Mat No. 1-20c

Glenda Farrell Has Many Superstitions and Fancies

Real Character And Part In "Merry Wives Of Reno" Greatly At Variance, Says Writer.

By CARLISLE JONES

THE other tenants in the Hollywood apartment house where Glenda Farrell lives, know when the actress is at home because she has a habit of slamming doors.

Glenda, who has one of the leading roles in the Warner Bros. hilarious success picture, "Merry Wives of Reno" now playing at the Theatre, is quick tempered, has strong likes and dislikes, and loses things constantly. She is superstitious about opals and says "money, money, money" when she sees a falling star.

She is one of the busiest actresses in Hollywood and looks forward eagerly to the time when she has a chance to sleep the clock around. She counts pins in a cushion in the dark to put herself to sleep and wakes up quickly—with the aid of an alarm clock. She never walks under a ladder.

A wise-cracking screen comedienne, she confesses that she likes puns, especially poor ones, and that she sings to herself when she works. She is afraid of the dark and of thunder and lightning and of spiders and Mexican jumping beans.

Son Only Correspondent

Hers is the only clothes closet in the film colony where the hangers all match.

The letters Glenda's nine year old son writes her from military school are the only letters she saves. She never listens to speeches and she doesn't join in the singing when she goes to church.

She was born in the wide open spaces of Oklahoma but she likes a big city—the bigger the better to live in. She doesn't smoke. She has many nightmares but doesn't worry over them the next day. She has more than her share of curiosity and has never been able to wait patiently for the last installment of a mystery novel.

She can do card tricks but she can't tell fortunes with cards. She likes dolls and she saves string and rubber bands. She has never

owned a parasol and she has never kept a scrapbook for any length of time.

She takes her shoes off first when she undresses for bed. She is more affectionate in letters than she means to be. She has painted china but she has never finished a "burnt wood" box.

She doesn't like cross word puzzles, nor picnics, nor mountain climbing, nor Aimee Semple McPherson. She laughs at acrobats. She wore a "chest protector" as a child—and she has read all the Elsie Dinsmore books. She can't whistle through her fingers and she doesn't like the sound of wind.

Fascinated By Bald Heads

Glenda knows exactly how much money she has in the bank. She reads editorials in newspapers and tells white lies to her friends. She doesn't play golf and she dislikes to swing. She has never found a satisfactory remedy for sea-sickness.

Completely bald heads fascinate her.

She has slapped a man but she wouldn't spank a baby. She is decidedly uncomfortable in a hammock. She plays ping-pong and she likes Peter Arno's cartoons. She has never turned in a fire alarm but thinks it would be fun to do so. She likes circuses and has ridden on an elephant but she doesn't know how many legs a fly has.

Miss Farrell likes to rock in a

rocking chair but she never sits on the floor. She orders more than she can eat in a restaurant.

She has been married and divorced but is willing to try marriage again when, as and if the right man is available. She thinks Mary Brian's new house in Toluca Lake, near Hollywood, is perfectly planned and she would like one like it. She wears monogrammed lingerie. She doesn't like to sew and will use a pin instead of stopping to sew a button on.

She has fun at her parties and she would have no hesitancy in asking a strange man to help her change a tire. She does not enjoy riding with people who drive at high speeds. She has never missed a train.

Not Interested In Kings

The actress has never seen a real king—and isn't particularly anxious to see one. She doesn't like parades but would go to one if her boy wanted to see it. So far as she knows, a centipede has a hundred legs. She has never fainted. She likes home made jelly and ice box lunches at night.

She can talk pig latin and she is not tired of hearing "On the Road to Mandalay" sung. She doesn't like the smell of popcorn and she doesn't like corn on the cob. She has never owned a gun.

She is "indifferent" to the "feel of sponges." She talks to herself when she is alone. She catches cold if her feet get wet and she dislikes to hear a clock tick. She is nervous at night, looks under the bed before she retires, tries the locks and tests the telephone before she goes to sleep. She has never thrown anything into the Grand Canyon—but would be interested in doing so, now that it's been suggested.

She appeared in the picture "Little Caesar" with Edward G. Robinson long before she made her first "hit" in "Life Begins," but likes to count the later pictures as the beginning of her screen career.

She is often cast as the courageous "gal reporter" when in real life she is a timid young woman who is apt to scream when she sees her own shadow.

ANOTHER 10-MINUTE WARNER AIR HIT!

FIVE CHARACTERS:

MADGE HAMMOND (Margaret Lindsay): Merry young wife who hits Reno by mistake.
FRANK HAMMOND (Donald Woods): Her husband, victimized by a blonde man-baiter.
TOM FRAZER (Guy Kibbee): Bald and bibulous mate of a nagging woman.
LOIS FRAZER (Ruth Donnelly): His hard-swatting snookie-wookie.
BUNNY FITCH (Glenda Farrell): 'Sociable' blonde wife of a sugar daddy.

Add to the local appeal of this humorous sketch by having the parts played by local people. This will mean news stories before and after broadcast.

Station Announcement followed by

ANNOUNCEMENT: By arrangement with Manager of Theatre, friends are able to present for your entertainment flashes of the action of "Merry Wives of Reno," the Warner Bros. picture, featuring Margaret Lindsay, Donald Woods, Guy Kibbee, Ruth Donnelly and other favorites. Mr. (name) will briefly explain situation as the sketch opens.

NARRATOR: The time is morning. The scene is the home of the Frank Hammonds in a large apartment house. It's the first anniversary of their recently successful first year of marriage. Madge still sleeps, her head spread very prettily over the face of Frank, a good-looking, young man sits up in bed and gazes at the world in general and himself and wife in particular. He yawns and stretches lazily.

FRANK: (yawning) Oh, hum ho ho hum—

MADGE: (wakening murmur)

FRANK: Well, well—another year heard from—

MADGE: (cutely feminine and husky) Remember me, honey!

FRANK: (lightly) If I'm not mistaken you're the loving little wife who's celebrating her first wedding anniversary!

MADGE: You're not mistaken, what would our moderns think of me—celebrating with my husband!

FRANK: You'd be thrown out on your ear, Mrs. Ham-

MADGE: Can't you hear them? Imagine! On her first anniversary—she was with her husband of all people!

FRANK: Think you can struggle through another year with the same husband?

MADGE: Lots more, honey—

FRANK: You've given me a swell year, Madge—

MADGE: (with mock haughtiness) I gave you one of the best years of my life!

FRANK: Thanks, Mrs. Ham-

MADGE: But you're the one who made it best—

FRANK: Sweet . . . AND—the way I didn't forget your anniversary present. You've got to get it!

MADGE: Lovely! (Sound of clattering out of bed—clatters in slippers) Where in the world—Under the bed! No, it isn't under the bed! Is it in the box—or a little one?

FRANK: Very big!

MADGE: Oo! Then it shouldn't be so hard to find! (click of door)

FRANK: Oh, here it is—Oh, you're adorable—

MADGE: (tissue crumpling)—box thrown to floor)

FRANK: Oh, surely not! FRANK!

MADGE: Darling! I've wanted for—

FRANK: Darling!

MADGE: Darling!

FRANK: Like it, sweet?

MADGE: NO! (Sound of scuffle) No!—(kisses) Of course I don't—!

FRANK: Break away, woman! Want to strangle me?

MADGE: I do! Oh! Oh!

FRANK: Really like it?

MADGE: I love it, dear—But I love you more—and wait! Just to prove I didn't forget the anniversary either—Here's my gift—for YOU!

FRANK: An OVERCOAT! Gee, Madge, that's swell—Maybe I'll be able to appear in public, with you and your fur coat, after all! JUST the fit! Boy!

MADGE: Let's pose here before the mirror and see what we really DO look like!

FRANK: Let's.

MADGE: Aren't we the—lucky couple!

FRANK: Say, do you know, kid, we make a fairly nice-looking young couple, don't we now?

MADGE: A very nice-looking couple—in spite of the pajama legs—

FRANK: They add to the effect, if you ask me!

MADGE: (busily) You hurry and get dressed now—I'll start breakfast!

FRANK: Okay, (thoughtfully) You know, Madge, it's pretty nice—

MADGE: What? (to herself) I love this coat.

FRANK: You know—all this! Married life can really be sort of marvelous! (sudden loud crash on other side of bedroom wall, as if someone on other side has broken something against the wall)

MADGE: Our neighbors don't seem to agree with us—(more noises—indistinct angry voices)

FRANK: And they certainly NEVER agree with each other. But what do you expect, old bald headed soak like Frazer—pie-faced nagger like his dear Lois! (another bang next door)

MADGE: Oh, well, what have the Frazers to do with us?—(off) come on—let's eat!

FRANK: Suits me—(their door shuts. Clatter next door keeps up—and is now so loud we know we're in the Frazer bedroom)

LOIS: (shrill voice) Come out from behind that couch!—Come out of there, I say!

TOM: (off, pleading) No, listen, snookie-wookie—I don't want to engage in any brawls

LOIS: (menacingly) What did you say?

TOM: Brawls—dear—

LOIS: Here's that VASE you gave me, you dope!

TOM: Please, please, darling, no brawls—

LOIS: The same to you! (bang crash, she has hurled the vase at him)

TOM: (off) Please, dearest!

LOIS: Come on out of that, I tell you!

TOM: (off, weakly) Mayn't I just please—

LOIS: Say—if you don't want me to wrap this brass candlestick around your neck—you'll—

TOM: (wheedlingly) All right, little snookie-wookie—but don't—don't strike! Now that you've finally ordered the fur coat—I suppose I've got to pay for it!

LOIS: Oh, you do, do you?

TOM: Yes, dear—but the \$2500 dollars is apt to drive me right into bankruptcy.

LOIS: If you don't pay it, they're apt to drive you to the morgue! So it's six of one and half a dozen of the other. Now come on out and get your breakfast. Sit down there!

TOM: Yes, dear.

LOIS: And soon as breakfast's over—you'll put your John Henry on that \$2500 check—!

TOM: The \$2500 is only the initial cost, too—(sound of gulping) Ugh!

LOIS: So you don't like the coffee I make, don't you!

TOM: (momentarily a bold bad man) In the nineteen years since we've been married I've never had a chance to find out whether you can make coffee or not—You always start a free-for-all before I get started to eat—Give me the paper! (rustle of grabbing paper)

LOIS: Give YOU the paper? Oh, yeah? Look at this! This is what some husband's going to do to you! READ it and WEEP!

TOM: (reading) "HUSBAND SLAYS PIANO TUNER FOUND IN WIFE'S FLAT"—What's that got to do with me—I don't go around tuning ladies' pianos!

LOIS: (with fine sarcasm) No—I suppose I'll never be lucky enough to have you killed.

TOM: You may have to do it yourself and use the insurance money to pay for that coat.

LOIS: (casually) That reminds me—I was reading over your policy the other day—and I see you're permitted to commit suicide any time after the first year.

TOM: Somebody should have shot me the day I married you.

LOIS: You wouldn't have felt it. You were too drunk!

TOM: Aw, you—you—gosh a mighty—(off) you make a man want to—

LOIS: (catches) Where do you think you're going?

TOM: (off) Going to pieces—

LOIS: Here! Come back here! Don't you try the sneakeroo on me! Take these beads of mine to the jewelers. They have to be restrung.

TOM: (off) Say, what am I around here, the errand boy?

LOIS: Yes—you aren't good for anything else—

TOM: I won't take your blamed beads—so there!

LOIS: Then GET OUT OF HERE! (great banging and hullo-laloo as she pushes him out, calling) And see if you can come home sober for a change! (door slams)

LOIS: (to herself) Dope—

TOM: (door opens softly, he speaks musically) Snookie-wookie—!

LOIS: (viciously) What?

TOM: Will you divorce me for fifty dollars a week?

LOIS: I will for a HUNDRED and fifty!

TOM: (eager for a deal) Seventy-five.

LOIS: (calm and determined)

You're pretty low but you're not in the bargain basement—

TOM: (meekly) I have to live, too, dearie!

LOIS: WHY?—now get out (hasty banging of door)

MADGE: (off, calling gaily after Frank) And remember, Frank—the big anniversary dinner I'm getting up—don't forget—

FRANK: Not a chance—honey—(her door closes softly)

TOM: (off) Hello, Hammond, late, ain't you—

FRANK: Morning, Frazer—(fading) We're still in time for the 8:20

NARRATOR: All might have gone well for Frank Hammond if the giddy Bunny Fitch had not happened to go by the boat demonstration-rooms where he was employed. Casting her get-your-man eye on his manly form, she called up, requesting that he be sent at once to her home to give specifications and prices of boats. Bunny's eccentric middle-aged husband Colonel Fitch is supposed to be absent indefinitely—and she snuggles besides the startled Frank on her softest divan, cooing:

BUNNY: Now, aren't we just too cozy, Mr. Hammond. What IS your first name? Oh, now I remember—Frank! I'm crazy about the name Frank!

FRANK: I'm—ah—disappointed—at not meeting your husband, Mrs. Fitch.

BUNNY: (giggly) You'd be much more disappointed, Frank if you had met him—He's a little screwy on the subject of sheep!

FRANK: Sheep?

BUNNY: Yes—the Colonel's a sheep fancier! He won't be back for weeks!

FRANK: Now about the boats.

BUNNY: Oh, that's all right—forget the boats!—Walking past your showrooms this afternoon you looked so—well—ducky—know what I mean (giggly) that I asked the manager to send you up!

FRANK: I'm afraid, Mrs. Fitch, you'll have to get another demonstrator—I happen to be a married man!

BUNNY: I happen to be a married woman. I'll forgive you if you'll forgive me—You will, won't you, Frank? (door bells rings sharply) Whoever is that? It's a mistake whoever it is! (off) Wait here, darling, I'll be right back! (outer door is being thumped now) Who is it? (knocking keeps up; she opens it).

TOM: (very drunk) Hi, Bunny Bunny—jusht happened to be out skatin'—sho I thought I'd glide in for ald lang syne or a p-piece of cake or sumpin!

BUNNY: (furious, off) Why Joe Snodgrass—I told you always to phone before coming up here!

TOM: Shay, Bun, can you keep a secret—I ain't Joe Snodgrass—I'm Tom Frazer—good old Tom Frazer—husban' of Lois the beautiful—! Get me—And I lost my nickel—

BUNNY: Yes and I suppose you want me to lose my happy home! What if the Colonel should happen in?

TOM: But didn't you tell me Co'onel Fitch was in Denver? You said y'r husban' wouldn't be back till (suddenly excited, seeing Frank's overcoat) SHAY! Is that his overcoat?

BUNNY: (before she thinks) NO!

TOM: NO! Then whose coat is it! Whose coat is it? So! At last I've found you out! So! You bring men up here while

I'm away! Imazhun that! I work and s-slave and s-sweat to keep you in perfumed luxury—and this is the kind of a woman you turn out to be!

BUNNY: Shut up, you dumb ape!

TOM: (going wild with it) I'll face the man! I'll—

BUNNY: Don't you DARE go in there!

TOM: Outa my way, woman! (sound of scuffle—squeak from Bunny) I'll riddle him (off) with bullets! I'll—

BUNNY: (off, squawking) Tom, don't Tom—

TOM: Don't you try to h-hold me! Let me at him! Aside, aside—foul woman! (to his supposed rival) Come out, YOU! Whoever you are! Wherever you're hid! Come out!

BUNNY: Don't harm him, Joe, don't—he—

TOM: (cut to the quick) Like a thief in the night he comes here to steal your love! And you dare ask me to show mercy! (witheringly) You rodent—at last I've caught you! You—! There, there he must be—in that closet!

BUNNY: Don't—don't open that door—please Joe!

TOM: Oh, yes I will—COME OUT! Come out before I break! down the door! (sound of door jerked open)—well, I'll be—FOILED AGAIN! It's empty—(changing to woozy wistfulness) He's gone—

BUNNY: You bald-headed baboon—!

TOM: (on the trail again) Oho! Now I get it—The window's open—He's went out the window!—Boy oh boy—H-he went out the window (begins to laugh—uproariously—maudlinly) Oh, ho ho ho, he—(sings) "Out the window you must go—you must go—(sudden imperative knocking at outer door)

BUNNY: (in excited whisper) Who's that?

TOM: (scared stiff) Yeah—who's that? (seven spaced knocks)

BUNNY: It's my HUSBAND!

TOM: (whispering) W-what'll I do?

BUNNY: (all aflutter) What'll YOU do? What'll I do? It's every man for himself right now. Oh, ho, what ever shall I do! I thought he was in DENVER!

TOM: I wish I was in Denver! (off) Gosh, I can't jump out the window like that other feller did! It's too high—(louder, rap-rap-rap, rap-rap-rap, RAP—followed by the louder 'Baaaa' of a sheep outside the door)

BUNNY: He's got Eloise with him—

TOM: Who's Eloise—

BUNNY: His pet ram—he butts something dreadful—I see your finish—(fiercer knocking)

BUNNY: I must let them in—!

TOM: Don't Bunny—don't—don't

BUNNY: (key turns in lock, door opens she speaks joyfully) Why, Colonel—ducky—I didn't expect you for another week! (Ram evidently rushes in—sounds of "Baaa" mingled with crashing glass—"Baaaa"—)

TOM: (through the wild commotion) Help! Help! (fiercer sounds of 'Baaa' and louder ructions)

NARRATOR: And this, my friends, is but a hint of the fast and furious complications which involve not only Bunny, Tom, Frank, the Battering Ram and the Colonel—but hard-swatting Lois, pretty Madge—and a lot of innocent bystanders—in one of the most hilarious comedies of the season. "Merry Wives of Reno" comes to the Theatre next. Till then goodbye and good luck.

THE END

outdoor billing



MERRY WIVES OF RENO

MARGARET LINDSAY
DONALD WOODS
GUY KIBBEE
GLENDA FARRELL
HUGH HERBERT
FRANK McHUGH

Directed by
H. BRUCE HUMBERSTONE
A WARNER BROS.
VITAPHONE PRODUCTION

by Seymour Chantoff

24-SHEET

DESCRIPTION: Illustration in full color. Title is dark red. Background is light yellow. Credits are light blue. Bottom line is black.

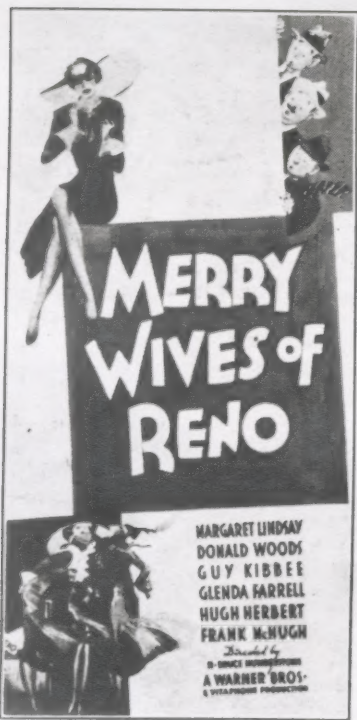


THREE SHEET

Sliding Scale of Prices for Accessories			
1-SHEETS		WINDOW CARDS	
1 to 50	15c each	1 to 50	7c each
51 to 100	13c each	51 to 100	6c each
Over 100	11c each	Over 100	5½ each
3-SHEETS		INSERT CARDS	
1 to 25	40c each	1 to 25	25c each
Over 25	36c each	26 to 50	22c each
6-SHEETS		51 to 100	20c each
1 to 10	75c each	Over 100	19c each
11 to 20	70c each	HERALDS	
Over 20	65c each	1M to 5M	\$3.00 per M
24-SHEETS		Over 5M	2.75 per M
Up to 25	\$2.00 each	PHOTOS	
Over 25	1.75 each	11 x 14 Photos	75c a set
(These prices apply to U. S. only)		(8 in set—colored)	
		22 x 28 Photos	80c a set
		(2 in set—colored)	
		Slides	15c each
		Stills	10c each
		Midget Window Cards	4c each
		Merchandising Plans	Gratis
		Music Cues	Gratis



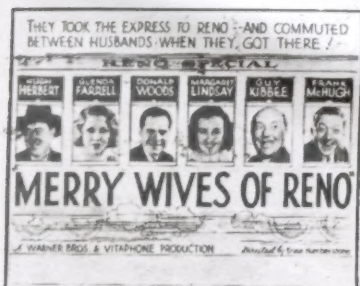
INSERT CARD



MIDGET WINDOW CARD



SIX SHEET



SLIDE



ONE SHEET and WINDOW CARD

PRINTED IN U. S. A.

**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**

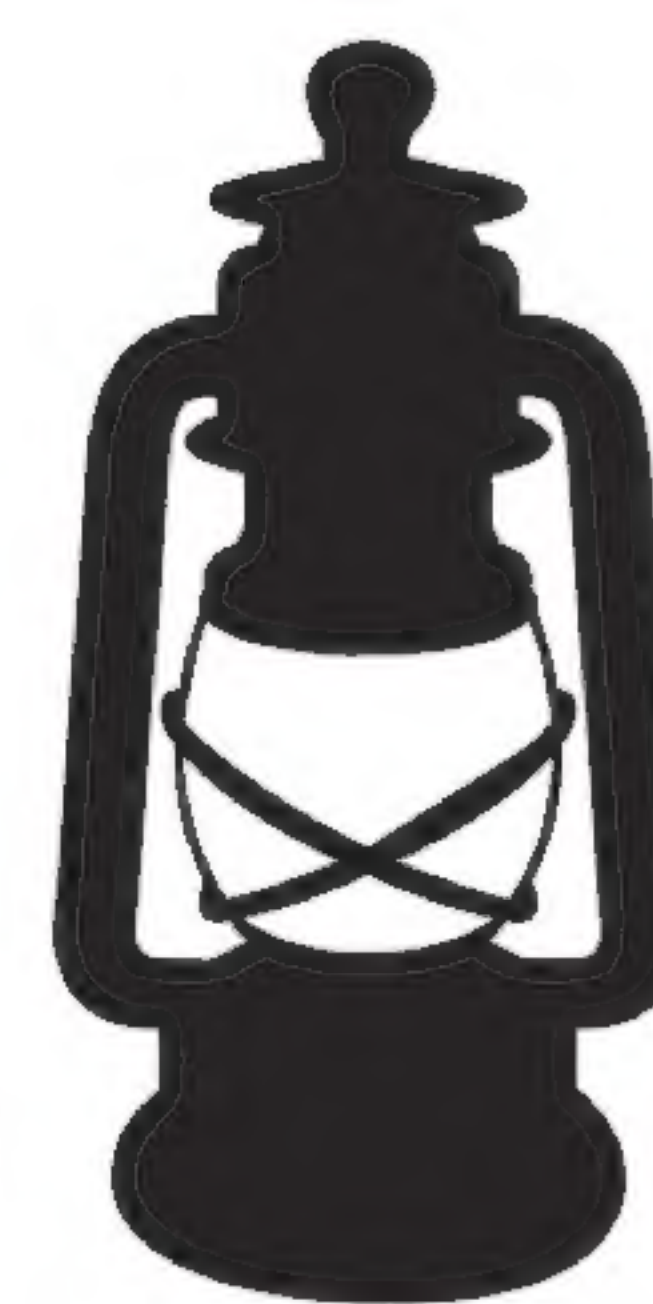


Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

**MEDIA
HISTORY**

DIGITAL LIBRARY



www.mediahistoryproject.org